

2014 TEXAS HIV-STD CONFERENCE
AUGUST 19-21, 2014

EFFECTIVELY TARGETING AND MOBILIZING SUB-CULTURES OF BLACK YMSM
COMMUNITIES.

PRESENTED BY: M.O.V.E (Men of Virtue and Excellence)

JACOBI HUNTER

ROYAL WALLACE

REMMINGTON BELFORD

DARCY PADGETT



EFFECTIVELY TARGETING AND MOBILIZING SUB-CULTURES OF BLACK YMSM.

Bee Busy Learning Academy Inc.
9896 Bissonnet Street Suite #625,
Houston, TX 77036

TEXAS DEPARTMENT OF STATE HEALTH SERVICES
DSHS Doc #2014-002551-00. Program ID: HIV/PREVF.

Disclaimer language: The views expressed in written training materials, publications, or presentations by speakers and moderators do not necessarily reflect the official policies of the Texas Department of Health and Human Services; nor does mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government



WHAT IS THE M.O.V.E. PROJECT?

(Men Of Virtue And Excellence)

- M.O.V.E. is an initiative that targets high risk LGBTQ youth
- Identify subgroups of the LGBTQ community
- Provides one on one, group and community level activities
- M.O.V.E. provides outreach/recruitment, education and awareness, counseling, mentoring, and referral as needed



OBJECTIVES

By the end of this presentation you will be able to:

- Identify, recognize, & classify Black YMSM sub-groups
- Locate social activities the LGBTQ sub-groups frequent
- Execute social media and community mobilization strategies to attract different sub-groups
- Proper Terminologies for each sub-group (culturally acceptable)



TARGETED DEMOGRAPHICS

- 13-24 yr. old LGBTQ individuals
- High Risk MSMs
- LGBTQ Social Groups

Underground Ballroom/House/Kiki Sub-Group

Identifying: Importance is placed largely on the emphasis of:

- *Names: Derived From Fashion Houses, Notable Social figures*
- *Regional Participation/Interest Meetings/Social Media Groups*
- *Mother/Father/Founder*
- *Trans Influence*
- *Venues*

Pageant Families Sub-Group

- *Different Systems (National, Local, Club, Preliminary)*
- *Entertainers*
- *Yearly Events*
- *Names: Derived from Aristocratic Families*
- *Large Drag Community (produce large number of transitions MTF)*

Athletic (Gym) Sub-Group

- *Venues of Congregation*
- *Social Media Groups*
- *Pride Attendees*

Church Sub-Group

- *Churches, Choirs, Ministers,*
- *Reparative Therapy Victim, Mental Health Issues*

Trans (Fem-Queen) vs Drag (Queen) Sub-Group

- *Transition Ages*
- *Hormone Therapy (Legal and Illegal)*
- *Post vs. Pre-Op, FTM, MTF, Fem-Queen, Trans-man*
- *Integrated in Ballroom and Pageant*
- *High Levels of Escorting*

SOCIAL PRESENCE



Social Media, Activities, & Community Mobilization Attraction

These social tools, activities, and external influences aid in the location and identification of sub-groups:

- Ballroom and Pageant Activities
- Alliance Participation
- Ballroom Throwbacks
- Scandal Watch Parties
- Family Game Nights
- Focus Groups
- We Stand Together & It's Ok To Be Me Movement

SOCIAL PRESENCE



Key Points:

- Smaller Scale Events Only Attract Certain Demographics
- Ballroom CONNECTS Every Sub-Group Listed
- Most Activities Happen in Club Settings In Mid-Morning (Between 4am-6am)
- Attract National Participation and Travel
- Participation Begins as Early as 13 years old
- Agencies and Workers Must Establish Relationships Based on Friendship and Not Business/Services

TRENDS

POSITIVE AND NEGATIVE TRENDS

- Risky behaviors increased through participation without guidance at young age
- Involvement in LGBTQ Social Groups at significantly younger ages
- Finding the cause of Social, Mental, Physical, Drug, and Psychosexual abuse
- Identifying at risk LGBTQ youth
- Expansion of Cultural Competence with schools, society, and other agencies
- Bullying
- Discovery of New Party and Hangout Spots
- Identifying New Cultural Lingo and Jargon

Q & A

CONTACT INFORMATION

Darcy Padgett: darcy@beebusy.org

Jacobi Hunter: jacobi@beebusy.org

Remmington Belford: remmington@beebusy.org

Royal Wallace: royal@beebusy.org

www.beebusy.org

Bee Busy, Inc.
9896 Bissonnet Street
6th Floor, Suite 625
Houston, Texas 77036